

# **GEO**

## **GUYANA ECONOMIC OPPORTUNITIES**

### **Guyana Office for Investment: Market Information Training and Needs Assessment**

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## 1.0 Background and Purpose

The USAID-sponsored Guyana Economic Opportunities (GEO) project requested the services of Fintrac, Inc. to provide training in market information analysis and dissemination for the staff of the Guyana Office of Investment (Go-Invest). Fintrac was also requested to carry out an assessment of the agency's information needs and capabilities, and to recommend information-related services that Go-Invest can feasibly provide in light of its staff size, budgetary constraints, and client needs.

## 2.0 Go-Invest Responsibilities

The Guyana Office for Investment, a government agency reporting directly to the Office of the President, plays a key role in facilitating Guyana's economic growth. The agency is responsible for the following tasks:

**Task 1: Investment facilitation** – providing comprehensive information on investing in Guyana to local and foreign investors.

**Task 2: Investment promotion** – promoting Guyana as an attractive investment destination.

**Task 3: Export promotion** – providing market information to exporters and promoting Guyanese products abroad.

Go-Invest is therefore the main agency in Guyana providing investment and trade information to the country's private sector and international partners.

The Government of Guyana has targeted several specific sectors for growth (Table 1), taking into account the country's natural resources, other comparative advantages, and factors such as local and export market potential. Go-Invest is committed to facilitating and promoting investment in Guyana by providing interested parties with information pertaining to each sector, including start-up requirements, local regulations, economic indicators and other data, special incentives, and opportunities in local and export markets.

## 3.0 Market Information Systems Training

Fintrac analysts trained six staff members from Go-Invest and two from the New Guyana Marketing Corporation (NGMC) in market information analysis and dissemination. Specifically, trainees were instructed in strategies and methodology for the retrieval, analysis, and presentation of market information. Instruction was comprised of lectures, PowerPoint presentations, Internet searches, and hands-on spreadsheet and graphing exercises.

Trainees were divided into two groups of four, each group undergoing five full days of market information training. Following the first three days of instruction, participants were required to spend two complete days applying their new skills in producing a market survey. In addition, an optional day at the end of the period covered basic desktop publishing and information management.

**Table 1: Guyanese Sectors Targeted for Investment and Promotion**

Sectors	Selected Products
1. Agro Processing	Rice (semi/wholly milled, parboiled) Sugar (refined and packaged) Breakfast cereals Jams, jellies, and spreads Condiments, pastes, and sauces Plantain chips Frozen cassava Palm hearts Poultry products Beef products
2. Cash Crops	Pineapples Cassava Plantains Yams Hot peppers Guavas Mangoes Citrus fruits Cashew nuts Peanuts Coconuts Cotton
3. Juices and Beverages	Fruit juices, purees, and concentrates Branded beer Branded rum
4. Seafood Processing	Frozen peeled shrimp Preserved fish products (salted, dried, canned) Fish meal
5. Apparel	Lingerie Cotton shirts, pants, other apparel
6. Wood Products	Air- and kiln-dried timber Machined timber, moldings and profile boards Plywood (laminated and other) Veneer (sliced and rotary) Household furniture, parts, and flooring Handicrafts
7. Leather Products	Footwear Belts Handicrafts
8. Jewellery	Finished gold and diamond products Imitation Ethnic
9. Tourism	Nature and ecotourism Adventure tourism Multi-destination tourism
10. Minerals	Gold Diamonds Bauxite Sand and granite

All trainees were provided with Fintrac's *Market Information Systems* handbook, a comprehensive training manual containing the information presented during the week. Topics covered in the training include: characteristics of market information systems, data collection and sources of market information (internet and non-internet), analysis and presentation of production statistics and trade data, and Microsoft Excel techniques for graphing relevant data.

Trainees were also instructed in the basic elements of a market survey, including: historical imports, market size and apparent consumption, market share, product seasonality, prices, market trends, and import requirements. For the market surveys, trainees were required to analyze and present data graphically, summarize market trends for their products from photocopied journal articles and on-line resources, and produce a written report describing the market situation supported by their findings.

Prior to training, two commodities – frozen peeled shrimp and pineapple juice – were identified as the products to be surveyed. Participants alternated the markets examined each week, in order that a total of four different surveys could be completed over the two-week period. The surveys were completed as follows:

Week One:

- 1) The US Market for Frozen Peeled Shrimp
- 2) The UK Market for Pineapple Juice

Week Two:

- 1) The UK Market for Frozen Peeled Shrimp
- 2) The US Market for Pineapple Juice

Trainees worked in pairs to produce the surveys. During this process, trainees were aided when they experienced difficulty in locating data on-line, particularly in collecting information on import regulations, tariffs, and product standards. Assistance was also given in the presentation of graphics and overall report formatting.

Both groups were successful in completing draft surveys, which were edited by the trainers over the period and returned for additional content. Given the strong position of Guyana in the international shrimp trade, it is recommended that the surveys on frozen peeled shrimp be submitted to local processors and exporters for their feedback and comments. Furthermore, the findings of the research undertaken for both commodities have raised several questions that the trainees should try to answer through consultation with industry representatives in the target markets, especially importers and distributors (trainees were provided with contacts in each market for their respective commodities). Both of these activities should be carried out through telephone interviews from the Go-Invest office in early February, and the results included in the surveys.

## **4.0 Market Information Needs Assessment**

In addition to the training, a market information needs assessment was carried out through interviews with the Go-Invest Director and staff and visits to their offices. Overall, the present market information capabilities of Go-Invest can be described as minimal. There is, however, an urgent need for market information analysis and delivery functions, especially now that export promotion activities have been added to the group's responsibilities. Go-Invest's present market analysis and information capacity is summarized as follows:

**Table 2: Go-Invest Market Information Capacity**

Category	Assessment
1. Information Resources	The organization has recognized the need for reliable trade statistics and has already procured the International Trade Centre's (ITC/UNCTAD) annual statistics CD-Rom. This is a useful tool and at a price of \$400/yr more affordable than other options such as the Eurostat CD (\$1,600/yr for annual and monthly data). In addition, officers periodically download reports from the Internet as needed, such as USDA's Agricultural Outlook report. International organizations like CEDPI are also consulted as needed with respect to many other inquiries concerning other Caribbean markets.
2. Human Resources	Officers currently possess excellent computer skills and some knowledge of markets and trade based on their work with Go-Invest or previous positions. None of the officers have undergone formal market analysis training.
3. Information Products	While Go-Invest prepares many reports on a regular basis, such as those dealing with the regulatory requirements of investing in Guyana, the group does not produce standard client needs such as market surveys, investment briefs, price reports, or other packaged information products.
4. Information Center	Go-Invest maintains an internal Documentation Center that serves as a repository for reports produced by staff during the course of its work. It was noted that, even with this center there is much information that is produced for clients on a customized basis that is neither centralized nor made readily available to other officers. As a result, officers are seldom aware when information has already been prepared that they may also have use for. This is mainly due to the absence of a full-time information specialist responsible for such tasks, as well as the fast pace of daily activities, which permit little time for information sharing and documentation, much less preparing a formal series of information products.
5. Website	The Go-Invest website is presently used as an on-line brochure for the organization. Its central feature is the Investment Guide, although the Investor Road Map and Fact Sheets were recently added to the site. Although the design is attractive, it does not contain any photos of Guyana or Guyanese industry, project profiles, or other quality promotional information, nor does it effectively promote Guyanese businesses.

The current training activity is being undertaken as a first step in addressing the organization's information delivery capacity by providing officers with basic skills in market information collection, analysis and dissemination. The training therefore addresses the first two points elaborated above, while recommendations are provided here with respect to the other points.

#### **4.1 Information Resources**

Participants were instructed in sourcing data free from on-line sources that will more than cover their market information needs. Free on-line resources that were reviewed include: international production data; US trade data; international prices for agriculture, timber and seafood products; country- and product-specific market surveys produced by US and Canadian ministries; production and postharvest handling requirements for horticultural products; and a host of regulatory information for various industries such as tariff rates, food safety requirements and US, EU and CODEX standards. Trainees were also provided with on-line directories of resources for agribusiness and timber information.

It is recommended that several additional resources be procured for Go-Invest in order to round out the groups' information capabilities, especially with respect to price information and industry contacts, areas where Go-Invest is particularly weak at present. Recommended resources are

listed in Table 3 with publisher contact information and subscription costs. These are the only non-free resources that are recommended at the present time, until Go-Invest develops a greater need and management capacity for additional information (further optional sources are listed in Module 2 of the Fintrac Training Manual along with price and contact details).

**Table 3: Recommended Information Resources**

Product	Notes	Price
<b>Trade Data</b>		
ITC International CD-Rom	Go-Invest has already subscribed to the previous version covering 1995-1999; however, they should inquire from ITC if year 2000 data is available and purchase the update.	\$400/yr
<b>Prices</b>		
Urner Barry Seafood Price Current (e-mail version)	The leading industry source for shrimp and seafood price information. Order on-line at <a href="http://www.urnerbarry.com">www.urnerbarry.com</a> or contact Urner Barry Publications, PO Box 389, Toms River, NJ 08754, Tel: 732-240-5330.	\$48/yr
The Public Ledger (hard copy with access to on-line prices)	The leading source of news and prices for the international commodity producers and traders. Reports include over 700 commodities such as timber, coffee, spices, sugar, etc. Hard copy subscription includes access to the Commodities On-line Weekly service.	\$640/yr
ITC Market News Service: Rice Report (e-mail version)	Provides bi-weekly price quotations from various producing countries including Europe, India, Pakistan, Thailand, the US and Viet Nam, and provides general production and trade information for major world markets.	\$400/yr
<b>Industry Contacts</b>		
The EU Food Trades Directory (hard copy)	Thousands of contacts in the EU food industry, includes buyer lists for the all major markets (France, UK, Germany, Italy, Holland, Spain) as well as distributors and suppliers of inputs and equipment. Contact the Hemming Group, 32 Vauxhall Bridge Rd, London, SW1V 2SS, United Kingdom, Tel: (44) 20-7973-6404, Fax: (44) 20-7973-4799	\$275
The Thomas Food Industry Register (CD-Rom)	Thousands of contacts in the US food industry, includes buyers, distributors, and suppliers of all categories of food products and related inputs and equipment. Order on-line at: <a href="http://www.tfir.com">www.tfir.com</a> or from Grey House Publishing, 185 Milleton Rd, Millerton, NY 12546, Tel: 518-789-8700, Fax: 518-789-0556.	\$695

## 4.2 Human Resources

Go-Invest staff presently consists of a Director, four investment officers, an export promotion specialist, a research officer, and nine administrative assistants. It was also revealed that Go-Invest plans to hire an additional investment officer and export specialist in the near future. Six staff comprising the agency's investment, export and research officers participated in the training.

Each of the trainees enthusiastically took part in the exercises and activities. Staff generally possess strong computer skills that enabled the program to proceed smoothly and according to schedule. Of particular interest to the group was the portion dealing with the presentation of trade data and market information (prices and trade statistics) in table, graph and chart form. Trainees now feel they have the appropriate skills with which to present data to Go-Invest clients in a professional and user-friendly manner as opposed to simple, unformatted tables.

The market bulletins produced during the training exercise present a solid base from which to begin producing information products. It is recommended that Go-Invest staff members take part in producing similar bulletins in the future as required by Go-Invest clients. While

supervision will be required from the Go-Invest Director and GEO staff with respect to writing style and content, it is expected that following completion of several of these staff will have developed sufficient writing and presentation skills that will prove useful in other areas, such as Go-Invest presentations and seminars and general correspondence concerning investment and export opportunities.

This recommendation notwithstanding, it became clear over the course of the training that the participants are close to being overextended in their daily responsibilities. Two of the trainees, each missed one day of the training due to prior commitments. Investment officers are currently burdened with a full workload that includes, among other duties: serving as the information liaisons between private investors and all relevant ministries; answering telephone and on-line requests for information; hosting walk-in visitors and providing them with information and customized research; and monitoring on-going investment projects with frequent visits to project sites. This does not include the numerous ministerial and other meetings requiring the presence of the Director and staff members.

It will therefore be difficult, given the large responsibilities of the agency and limited staff size, for Go-Invest to be able to take on new tasks such as producing a series of investment profiles or market bulletins. Provided Go-Invest receives approval from its Board to hire the additional two officers, it is recommended that one staff member be assigned full-time duties as a Market Information Officer. This individual would serve as the point person for Go-Invest market information activities, including the management of the organization's information resources and development of market bulletins, investment briefs, prices reports, etc.

### **4.3 Information Products**

Given the plethora of activities currently undertaken by Go-Invest, it is recommended that any future information products developed by the group serve the purpose of minimizing the amount of time spent answering inquiries and greeting walk-in visitors. This is not to suggest that Go-Invest should not make every effort to greet their clients and potential investors, nor that this activity does not serve any value. Rather, this recommendation is made taking into account that Go-Invest clients are typically operating under time constraints, and are better served when information is provided to them in an organized, concise, and well-presented fashion.

It is likely that many drop-in, telephone and email inquiries can be satisfied with an investment brief or market bulletin handout, which, in addition to providing the information needed, can serve to promote the services of Go-Invest much better than a typical brochure. Production of information products are therefore recommended instead of new organizational brochures. As more of its information products are disseminated in hard copy or electronic form, Go-Invest will increase its reputation for providing responsive information on a timely basis.

The Investor's Roadmap is an excellent first step in this direction, providing all of the basic details required for planning a new business venture in Guyana, including an outline of all of the regulatory requirements that need to be addressed and even including some electronic forms. Two additional information products that are recommended for consideration are as follows.

#### **4.3.a Investment Brief Series (10)**

One of the Go-Invest information products already planned for development, as indicated in conversations with the Director and as recommended by the GEO project Communications Strategy seminar held in October 2001, is a series of Investment Briefs profiling each of Guyana's ten targeted sectors. These are envisioned as a user-friendly companion to the

recently developed Investor's Roadmap and Fact Sheets, which can be disseminated to clients and prospective investors in hard copy form and electronically via the agency's website.

Rather than be burdened with the task of collecting volumes of new data and preparing elaborate reports for each sector, the Investment Briefs could be produced as a two-sided, single page summary, highlighting the salient indicators of each industry. Many major indicators – such as domestic raw material availability, geography, climate, natural resources, and current markets and export levels – are already well-documented and could be presented together with information on current industry trends; descriptions of local product styles, designs and varieties (for manufactured and processed goods); and a summary of the key incentives and benefits of investing in Guyana. The briefs would also include photos, charts and graphs. A similar profile developed by Fintrac for the USAID-funded Trade and Investment Reform Program in Ghana is provided here as an illustrative example (Figure 1).

The final format should be informative, user-friendly, and as professional in appearance as the Investor Roadmap and Fact Sheets. They should also resemble the Fact Sheets with respect to formatting in order to project a consistent and professional image of Guyana and Go-Invest. Once completed, the briefs could ultimately serve as Go-Invest's primary industry-specific information product.

#### **4.3.b Market Bulletin Series**

With the Investment Briefs serving as Go-Invest's "core" sectoral information product, a Market Bulletin Series will support these by pointing out international opportunities within each sector. Bulletins could be modeled on the four surveys produced during the training with these serving as: a) the initial four bulletins in the series and b) the template for future reports. The Market Bulletin Series, like the Investment Brief Series, could be disseminated in hard copy form and electronically via e-mail to Go-Invest partners and clients (with a list of available bulletins provided on the website), with special focus on domestic production and exports.

Development of the market bulletins should involve more flexibility than the investment profiles, which are based on pre-identified sectors. Since this series will be both product- and market-specific, with reports ranging 3–6 pages in length, it will not be possible to develop bulletins for every single product listed in Table 1, much less for all target markets. Rather, bulletins should be based on Go-Invest client activities and the general needs of Guyanese industry. The bulletins produced for the current training activity support the Juices and Beverages Sector and Seafood Processing Sector, respectively. Future bulletins may include:

- The Trinidadian Market for Poultry Products (Agro Processing Sector)
- The Barbados Market for Hot Sauces and Condiments (Agro Processing Sector)
- The US Market for Fresh and Frozen Cassava (Cash Crops sector)

#### **4.3.c Other products and services**

The Investment Briefs and Market Bulletins will complement the Investor Roadmap and Fact Sheets that have already been developed, providing Go-Invest clients with a comprehensive range of information products: with investment briefs highlighting Guyana's comparative advantages and incentives for investing in targeted sectors, the market bulletins will serve to point out opportunities in individual sub-sectors; the Investor's Roadmap and Fact

**Figure 1: Sample Investment Profile:**





## Ghana Investment Profile: Food Production & Processing



A publication of the Ghana Investment Promotion Centre (GIPC)

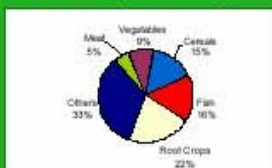
### Highlights

#### Geography:

Ghana rests on West Africa's southern coast and possesses vast stretches of arable land. It also boasts the world's largest man-made lake, Lake Volta.

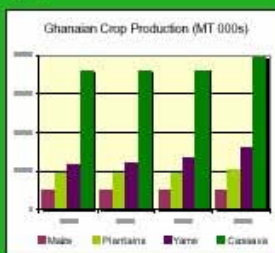
Geography & Climate	
Coordinates	8 00 N, 2 00 W
Surface area: land	230,020 sq km
Surface area: water	8,520 sq km
Arable land	27,602 sq km
Ave. annual rainfall	800-2000mm
Ave. temperature	26°C-29°C (79°F-84°F)
Climate	Tropical; warm and dry in southeast coast; hot and humid in southwest; hot and dry in north

#### Ghanaian food purchases by group:



#### Production:

Ghana's production in each of the four major food crops increased from 1996-1999.



Annual Production, 1996-1999 ('000 MTs)				
	Maize	Plantains	Yams	Cassava
1996	1,008	1,823	2,275	7,111
1997	1,021	1,878	2,417	7,150
1998	1,015	1,913	2,703	7,172
1999	1,014	2,048	3,249	7,845

Ghana's combined production of maize, cassava, yams, rice and plantains increased from 5.0 million MTs in 1990 to 14.4 million MTs in 1999.

### Background

The food and agricultural industry plays a major role in Ghana's economy. From 1990 to 1999, the agricultural sector contributed an average of 41.3% to gross domestic product and 12.2% of national tax revenue. In 1999 alone, it recorded total foreign exchange earnings of \$2.1 billion and employed 54.3% of the workforce.

Major food crops in Ghana generally consist of cereals and starchy foods. Cereals include maize, rice, millet, guinea corn and sorghum, while starchy crops include cassava, yam, cocoyam (taro) and plantain. This profile focuses on maize, rice, cassava, yams and plantains.

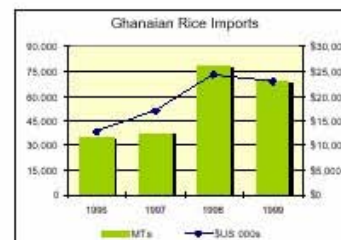
Farming is predominantly on a smallholder basis in Ghana, although some large farms and plantations produce rice and maize. There is also food processing on a semi-large scale, including flour (made from cassava, rice and maize); dried cassava and gari; and value-added products such as Cerelac® prepared by Nestle.

### Production

Ghana's total production of maize, rice, cassava, yams and plantains grew an average of 16.1% annually during the 1990s. Total area cultivated in hectares (ha) showed positive annual growth of 7.6%, while yield in MT/ha for food crops averaged 5.1% throughout the decade.

Despite the growth in production, demand continues to outweigh supply for many commodities. Consequently, imports make up the balance of domestic consumption for crops like rice and maize.

Ghanaian Rice Consumption, 1996-1999 (MTs)				
	1996	1997	1998	1999
Production	215,720	197,100	193,600	209,750
Imports	34,893	37,422	77,886	69,131
Exports	7,729	170	108	734
Balance	242,884	234,352	271,478	278,147



### Processing

Most of Ghana's food processing occurs on a small-scale. Crops that are processed on a medium or large scale include maize and cassava. Maize is mainly processed into flour, while cassava is processed into flour, dried cassava, and starch. Currently, Nestle (Gh) Ltd. processes maize into Cerelac® and Cerevita®. Other major processing companies include ELSA Foods, GRACEM Foods, Mannas Tropical Export, and Kwanoye Ghana Co. Ltd.



### Trends

Among other factors, increases in production and yield are attributed to favourable climatic conditions and improved farming practices. A number of technologies developed by Ghana's research institutes have also contributed to productivity, including:

- Improved varieties of cassava, maize, and rice, which have boosted yield, production volumes, and exports (Crop Research Institute);
- New technologies such as slicing, drying and fermentation equipment, which are now utilized by processors (Food Research Institute and Institute of Industrial Research).

For more information, please contact the Ghana Investment Promotion Centre, P.O. Box M193, Accra, Ghana  
Tel: 233-21-665125-9, Fax: 233-21-663801, E-mail: [gipc@ghana.com](mailto:gipc@ghana.com); Website: [www.gipc.org.gh](http://www.gipc.org.gh)

Sheets illuminate the process of starting an enterprise in Guyana or partnering with a Guyanese firm to realize these opportunities.

Furthermore, these products will all serve to build Go-Invest's credibility and prestige within the local business community and public sector, and improve Guyana's image with overseas partners.

Future information products should only be undertaken as additional staff are hired or current staff members are made available to produce them. These could include weekly price bulletins for the major export industries (such as timber and shrimp) similar to the domestic price reporting service currently undertaken by the New Guyana Marketing Corporation. Once the industry directories are purchased, overseas Buyer Contact Sheets can also be offered (made available to serious Go-Invest clients only, as opposed to common walk-in visitors).

#### **4.4 Information Centre**

Go-Invest's current Documentation Center could be upgraded to serve as an Investment Information Center, complete with organized publications, hard copies of information downloaded from the Internet, and scheduled sessions for visitors to use the Internet for downloading information. Furthermore, it could serve as a nexus for all Go-Invest publications and handouts, thereby aiding the staff considerably in locating and disseminating information.

Trainees have indicated that the decision to upgrade the Documentation Center has already been made, although dates and a staffing plan have not been set. It is recommended that the Market Information Officer be assigned full-time responsibility for the management of the new Information Center, in order to assist Go-Invest clients and visitors and to serve as the point person within the organization for market bulletins, price reports, and other services. Such a set-up would reduce the amount of time spent by other staff members responding to individual telephone, e-mail and walk-in requests for information, and provide the Guyanese public and private sector with a valuable information resource.

#### **4.5 Website**

Provided future Go-Invest staff members are hired, and a Market Information Officer can be dedicated full time to the provision of market information products and services, the organization should look into utilizing its webpage for more important tasks. Specifically, the website could serve as a tool for:

- a) Providing market and other information products on-line, and
- b) Promoting Guyanese businesses with individual webpages.

It is also recommended that photographs pertaining to Guyanese industries (shrimp, minerals, timber, and agriculture with emphasis on underscoring value-added production) be added to the website, and that the lengthy Investment Guide portion be summarized in bullet form.

## 5.0 Summary of Recommendations

The first and foremost recommendation concerning Go-Invest capabilities and resources is that any additional activities undertaken by the group (either internally, or through GEO or other donor/project assistance) result in the prioritization, consolidation and reduction of current staff responsibilities. By no means should subsequent activities result in new tasks, publications, brochures, activities or workplans without modification to existing ones. This is admittedly challenging in light of:

- 1) The many tasks currently undertaken by Go-Invest, which answers to both the private and public sector;
- 2) The limited number of Go-Invest management and officer staff (currently ten), who perform a wide range of functions with only a portion of the human resources available to the large ministries;
- 3) The urgent needs of Guyana's economy and the lack of private sector support services throughout the country.

A good example of productive undertakings are the Investor's Roadmap and Fact Sheets, which should already have resulted in reduced time spent in collecting and disseminating this information to prospective investors. The Investment Briefs and Market Bulletins would serve a similar purpose.

It is recommended that during its upcoming retreat, Go-Invest staff take a careful and detailed inventory of their organizational and individual responsibilities, and evaluate the current volume of work being undertaken. Tasks and responsibilities should be identified and prioritized in order to determine which, if any, can be eliminated in favor of higher priority areas.

Finally, despite the setbacks of operating with a small staff, it is above all recommended that Go-Invest restrict staff growth to a couple of additional members at most, and that the group continue to fulfill its responsibilities with a smaller, more productive team. In the long run, this will prove ultimately preferable to the prospect of a larger team, which would introduce greater challenges in terms of management, supervision, funding, and organizational focus.

Recommendations provided earlier are summarized here:

- ☐ Feedback from local shrimp and beverages industry members regarding the four surveys undertaken during the training should be sought prior to distribution of the market bulletins.
- ☐ Future information products should be undertaken by the trainees, provided they are able to do so in light of current responsibilities (this may have to wait until additional staff are hired or current staff members are made available).
- ☐ Additional project activities with Go-Invest should result in the consolidation of staff responsibilities and elimination of low priority tasks. Subsequent project activities with Go-Invest should not result in new objectives until an inventory of present staff activities can be taken, preferably at the upcoming Go-Invest retreat.

- ☐ In addition to the volume of free on-line information resources that were reviewed during the training, it is recommended that the GEO project procure several additional items listed in Table 2.
- ☐ Plans to transform the Documentation Center into an Investment Information Center should be finalized during the upcoming retreat and carried out thereafter.
- ☐ The position of Market Information Officer should be created to manage Go-Invest's market information activities, including the operations of the Investment Information Center and coordination of all information briefs and bulletins.
- ☐ Go-Invest staff will have to determine which specific information products will be produced in light of staff resources. These issues should be addressed at the upcoming retreat along with the creation of a Market Information Officer position.
- ☐ Suggestions for possible products include Guyana Investment Briefs and Market Bulletins. If these are deemed worthy, other duties may have to be dropped to make room for their production. The GEO project should provide editorial, content, and formatting assistance with these publications.
- ☐ The Go-Invest website should be upgraded to include photos and graphics illustrative of the opportunities presented by Guyana in targeted sectors such as agro-processing, seafood processing, value-added timber, etc.
- ☐ The Investment Guide should also be summarized on the website in bulleted form, not re-printed in its entirety. Complete copies of the guide could alternatively be available as a PDF download.

## **Annex**

### **Market Bulletins Produced During the Training Program**

#### **Go-Invest Market Bulletin Series:**

- No. 1 The U.S. Market for Frozen Peeled Shrimp**
- No. 2 The U.K. Market for Frozen Cooked Shrimp**
- No. 3 The U.S. Market for Pineapple Juice**
- No. 4 The U.K. Market for Pineapple Juice**

**Go-Invest Market Bulletin Series:**

**No. 1 The U.S. Market for Frozen Peeled Shrimp**

**Go-Invest Market Bulletin Series:**

**No. 2 The U.K. Market for Frozen Cooked Shrimp**

**Go-Invest Market Bulletin Series:**

**No. 2 The U.K. Market for Frozen Cooked Shrimp**



**Go-Invest Market Bulletin Series:**

**No. 3 The U.S. Market for Pineapple Juice**

**Go-Invest Market Bulletin Series:**

**No. 4 The U.K. Market for Pineapple Juice**